

April 8, 2014

STENEHJEM TEAMS UP WITH OLYMPIC MEDALIST ASHLEY WAGNER IN ALCOHOL AWARENESS CAMPAIGN

BISMARCK, ND – Timed with April's designation as Alcohol Awareness Month, Attorney General Wayne Stenehjem and Olympic medalist Ashley Wagner teamed up with the Foundation for Advancing Alcohol Responsibility to release a new alcohol awareness message. In the new "Listen, Learn: Kids and Alcohol Don't Mix" public service announcement, Stenehjem and Olympic medalist Ashley Wagner encourage kids to say "YES" to a healthy lifestyle and "NO" to underage drinking. The PSA will begin airing throughout the state this month.

"Kids look up to athletes like Ashley Wagner as role models all the time, but it's important to remember that the most significant role model for them is their parents. Research has shown that parents are the most important influence on their kid's decision not to drink alcohol," said Stenehjem. "Parents can take a page out of Ashley's playbook and set a positive example for their kids by engaging in physical activities and healthy lifestyle choices like saying no to underage drinking."

"April is alcohol awareness month and we want to remind parents to continue to talk with their kids about the dangers of underage drinking," said Ralph Blackman, President and CEO of the Foundation for Advancing Alcohol Responsibility (formerly The Century Council). "Over the last decade, 62% more kids reported talking with their parents about underage drinking while underage drinking reported among 8th graders has reached an historic low. We hope this year's PSA will motivate parents to continue to have the conversation with their kids."

In the Ask, Listen, Learn PSA, Stenehjem and Wagner reinforce that parents are the leading influence in their child's decisions, and encourage parents to be positive role models. Parents can visit www.AskListenLearn.com for information on how to start the conversation about underage drinking, and find facts and other materials.

###

[Watch the PSA](#)